

Welcome to Sun Valley

Idaho Conference on Recreation & Tourism

Don Dietrich, Director | 5/6/09

Idaho Department of Commerce

Division of Tourism



ADVENTURES IN LIVING

Adventures in Living Brandtainment Program

- Multi-faceted, integrated marketing campaign – including online, media, PR, & print components.
- Set to launch in Spring 2010.
- The Adventures in Living Getaway.



Adventures in Living Brandtainment Program

- Concept features a family from the Pacific Northwest in need of an adventure “intervention.”
- Extract “Gary” and his family to take an adventure vacation throughout Idaho as a way to feature our diverse tourism product.



Adventures in Living Brandtainment Program

- Through storylines and adventures, the family reconnects with each other to share a life-changing experience.
- Idaho's travel brand, Adventures in Living, is the main backdrop and sponsor.



Adventures in Living Brandtainment Program

- 8-10 day vacation captured by film crew.
- Locations include Boise, Sun Valley, Coeur d'Alene, Sandpoint and Idaho Falls.
- Filming to take place late-June.



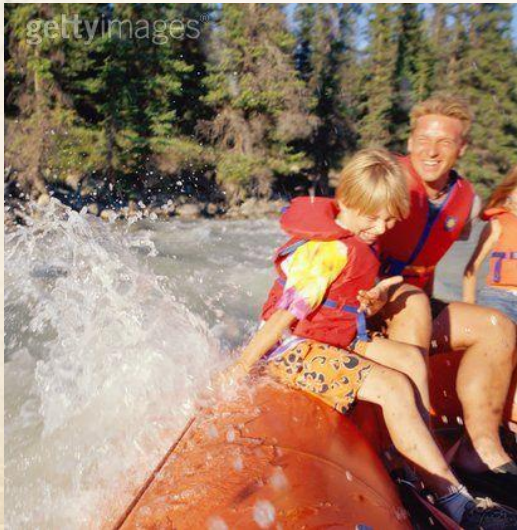
Situation Analysis for Idaho Tourism 2010

- Changing needs in the travel marketplace.
- Need to stay competitive, use technology to remain relevant.
- Tighter marketing budgets.
- Focus on creating digital assets and utilize social media to reach travelers to come to Idaho.



Brandtainment Benefits

- Merges lifestyle marketing with destination marketing.
- Focus on heads in beds strategy.
- Possible to produce with existing budget.



Brandtainment Benefits

- Assets will have multi-year use.
- Creates tangible assets for the Dept.
- Ties together state-wide partners in a cohesive, forward-thinking program.
- It is fun with strategic focus.



What's Happening Now at ICORT

- Thank You for Attending the Idaho Conference on Recreation & Tourism.
- Next Speaker
Drake Cooper & Longwoods International
“Who Is the Idaho Traveler”

